

\$ 25.<sup>00</sup>/<sub>100</sub>

# Programme of Events



## Jubilee Celebration

Thursday - Friday - Saturday - Sunday

June 30th, July 1st, 2nd, 3rd  
1927

*Issued by the  
Edmonton Civic Committee*

Price 10 Cents



THE PROGRESS OF A CITY IS  
MEASURED BY ITS UTILITIES

# Natural GAS

**For Edmonton Means  
Greater Development.**

---

CONSTRUCTION STARTED IN JULY, 1923  
GAS TURNED ON IN NOVEMBER, 1923

---

**Remarkable growth of a Company that protects  
both investor and consumer.**

No. of Customers:

July 1st, 1923	.....	_____
July 1st, 1924	.....	2,944
July 1st, 1925	.....	5,152
July 1st, 1926	.....	6,315
July 1st, 1927	.....	7,360

---

THE ULTIMATE FUEL OF A PROGRESSIVE  
WESTERN CITY

---

**NORTHWESTERN  
UTILITIES  
LIMITED**

10305 Jasper Avenue

Edmonton, Alta.



CELEBRATE WITH US

# Special Jubilee MEALS

**SERVED FRIDAY, SATURDAY and SUNDAY**

Combination Breakfasts, 6 a.m. to 10 a.m.

Special Lunch, 12 to 2:30 p.m. .... 60c

Special Dinner, with music, 5 p.m. to 9 p.m. .... 75c

**We are making great preparations  
to help you fittingly celebrate this  
occasion with appropriate meals.**

---

HAVE YOU TRIED OUR COMBINATION  
BREAKFASTS PREPARED ON  
SCIENTIFIC METHODS ?

# King Edward Cafe

**King Edward Hotel, 101st Street**

**EDMONTON     -     -     -     -     ALBERTA**





# EDMONTON

## FAMOUS BEFORE CONFEDERATION

Sixty years ago Fort Edmonton was one of the best known Fur Trading Stations in the North-West. It is still a Great Fur Centre.

Today Edmonton is the Capital City of Alberta, and is destined to become one of the most Important Cities in the Dominion.

**I**N the early days of the Fur Trade many posts were built along the Saskatchewan River. Edmonton alone has survived and has developed into a great Commercial Metropolis because it is a natural Trading Centre. Edmonton holds the key position geographically to about one-quarter of the area of Canada, comprising the valleys of Saskatchewan, Peace, Athabasca and Mackenzie Rivers and the great hinterland of North-West Canada. It is the meeting point of two Transcontinental lines of railway, and the most important railroad centre on the Canadian National Railroad System between the Great Lakes and the Pacific Ocean.

**E**DMONTON offers a well-ordered, comfortable and modern city to live in and excellent opportunities for Commercial Activities and Advancement.

Its civic finances are annually being placed on a firmer basis. Its debenture issues are sought for and command an easy sale. In the last two years Edmonton has reduced its debt by \$1,250,580.

In addition to the civic utilities, which offer cheap rates for business purposes, natural gas is available for heating or power, being supplied by a private company. The field produces 60 million cubic feet of gas per day.

### A FEW FACTS (1926)

Population.	65,163
Bank Clearings,	\$259,611,173
Building Permits,	\$1,853,735
Gross Tax Levy,	\$3,474,013
Total Taxes Collected,	\$3,688,022
Gross Earnings Public	
Utilities,	\$3,443,433
Surplus Public Utilities,	\$416,147
Street Railway Passengers,	12,388,636

### MUNICIPAL UTILITIES

Waterworks
Power Plant
Electric Light
Automatic Telephone
Street Railway
Markets
Three Swimming Pools
Golf Links
800 Acres of Parks
Exhibition Grounds and Buildings.

**The Edmonton District Is Canada's Richest Mixed Farming Area.**

**A Country Beautiful as a Park and Fertile as a Garden.**

A. U. G. BURY, Mayor

D. MITCHELL, Commissioner



## *Foreword*

CANADA, from sea to sea, is celebrating the Diamond Jubilee of Confederation and of her birth as a Dominion. Canadians are justly proud of her achievements in the past, and look with confidence to the future. Few nations have made such steady progress in so brief a period.

The parliament of Canada has placed on record its deep appreciation of the accomplishments of the Fathers of Confederation, and with united voice expressed faith in our future development as a member of the British Commonwealth of nations, owing allegiance to His Majesty the King.

This Diamond Jubilee celebration is to commemorate appropriately and enthusiastically the accomplishment of confederation, and the subsequent progress of the Dominion. It is the hope that this commemoration will lend added inspiration to the patriotic fervor of our people, and afford a clearer vision of our aspirations and ideals, to the end that from sea to sea there may be developed a robust Canadian spirit, and in all things Canadian, profounder national unity.

In every city, town, village and hamlet, celebrations commemorating the Diamond Jubilee, are being held. A national committee has been formed, and in each province, a provincial committee. Under each provincial committee there are local committees in every district. Edmonton has its own committee, which has drafted a celebration covering a four-day period from June 30 to July 3, 1927, inclusive. The Edmonton program of events in detail are contained in this publication, and shows the true spirit of loyalty that the citizens of Edmonton will display in this important national event.

JUBILEE PUBLICITY COMMITTEE.



## Congratulations to The Dominion of Canada on Her 60th Birthday



"Use thy youth so that thou mayest have comfort to remember it when it hath forsaken thee, and not sigh and grieve at the account thereof. Use it as the springtime which soon departeth, and wherein thou oughtest to plant and sow all provision for a long and happy life."—Sir Walter Raleigh.

Of 100 men starting out at age 25, at age 60, thirty-five years afterward, this is the result:

- 31 had died**
- 1 is wealthy**
- 3 are well-to-do**
- 22 live on their earnings**
- 43 are dependent upon friends or charity**

All men and women living at age 60 would at least be able to take care of themselves and not be dependent upon friends or charity if they had throughout their lives adopted some systematic method of providing for their future. If you start early enough it is astonishing how little money a person has to set aside in order to provide a **GUARANTEED PENSION FOR LIFE OR AN ANNUITY COMMENCING AT AGE 60.**

If you are determined to guarantee your independence and comfort at age 60 and for the rest of your life thereafter, you can do so by setting aside a small amount of money, annually, semi-annually, quarterly, or monthly, whichever plan you prefer. If the figures for your exact age are not given in the following table, we will be glad to supply them upon request. Should you not be able to continue your payments a paid-up bond will be issued to you for more than you have paid, any time after three years.

### PENSION FOR LIFE OF \$100.00 ANNUALLY COMMENCING AT AGE 60

FOR AN ANNUITY OF \$100 PER YEAR COMMENCING AT AGE 60

Age	Annual	Semi-Annual	Quarterly	Monthly
15	\$16.85	\$ 8.59	\$ 4.35	\$ 1.46
20	18.05	9.21	4.65	1.56
25	21.10	10.76	5.43	1.83
30	25.80	13.16	6.64	2.24
35	32.55	16.60	8.38	2.82
40	42.95	21.90	11.06	3.72
45	60.40	30.80	15.55	5.23
50	94.70	48.30	24.39	8.20

A Pension for any amount from \$10.00 to \$5,000.00 per year can be provided by this means and such pension is tax free. It cannot be forfeited, stolen, or seized by process of law. It belongs to the holder payable for life through good times or bad.

The Commercial Life also issues a joint PENSION FOR LIFE payable to the husband or wife as long as either of them lives.

*The*  
**COMMERCIAL LIFE**  
Assurance Company of Canada





# JUBILEE OF CONFEDERATION

1867 — 1927



## EDMONTON CIVIC CELEBRATION

THURSDAY, FRIDAY, SATURDAY and SUNDAY

June 30th, July 1st, 2nd and 3rd, 1927



### CITY COUNCIL

His Worship Mayor A. U. G. Bury

Alderman J. East  
Alderman J. W. Findlay  
Alderman F. A. Keillor  
Alderman A. C. Sloane  
Alderman C. L. Gibbs

Alderman A. Farmilo  
Alderman G. W. Hazlett  
Alderman L. S. C. Dineen  
Alderman C. G. Robson  
Alderman Herb. Baker





M. D. BARRY  
Manager Barry Sheet Metal Co., Ltd.

## CELEBRATING

# 15 Years In Business

Fifteen years ago this year we started a little one-man shop to cater to the sheet metal work trade of Edmonton and district. Today we have grown to be one of the leading firms in this class of work in the West. We will be pleased to give you the benefit of our experience and give you an estimate of your work free of charge.

### SHEET METAL WORKS

Eavestroughing, Soft Water Tanks  
Skylights, Ventilation Systems  
Specializing in Metal Chimney  
Lining

Exclusive Agents for the Hecla  
Furnaces

**BARRY SHEET METAL COMPANY, LIMITED**

Phone 5623

10171 98th Street

## CANADIAN NATIONAL RAILWAYS

Hotel System

# THE MACDONALD

Edmonton, Alberta

EUROPEAN PLAN  
Rooms

Single: \$3, \$3.50 and \$4

Double: \$5.00, \$6.00

Symphony Orchestra

Club Breakfast: 50c  
65c and 80c

Luncheon: \$1.00

Dinner: \$1.50

Also meals a la carte

To assist you to make the most of your visit to Edmonton, to lodge you comfortably, and to serve you courteously is the endeavor of

# THE MACDONALD

Feel free to write for any advance information no matter what its nature.



## CIVIC COMMITTEE

His Worship the Mayor, A. U. G. Bury, Chairman

J. D. Hunt, Esq. ....	Provincial Government
Bishop Gray .....	Anglican Church
Rev. Father McLennan .....	Roman Catholic Church
Rev. A. C. Bingham .....	Ministerial Association
Major G. M. Beaton .....	Garrison
Lieut.-Col. T. C. Sims .....	Officers' Mess
Supt. Ritchie .....	R.C.M.P.
Campbell Young, Esq. ....	Old-Timers' Association
J. D. O. Mothersill, Esq. ....	Canadian League
D. Mitchell Esq. ....	City Commissioner
Dr. F. W. Crang .....	Public School Board
R. Crossland, Esq. ....	Separate School Board
W. J. Stark, Esq. ....	Exhibition Association
W. J. Hill, Esq. ....	Canadian Legion
Mrs. E. L. Hill .....	Local Council of Women and Daughters of Canada
J. Blue, Esq. ....	Board of Trade
Mrs. E. N. Higinbotham .....	Daughters of Empire
Mrs. W. D. Ferris .....	Women's Canadian Club
Dr. J. S. Wright .....	Men's Canadian Club
M. Hilton, Esq. ....	Scouts
H. Milton Martin, Esq. ....	Service Clubs
H. D. Ainlay, Esq. ....	Native Sons
J. J. McCormick, Esq. ....	Trades and Labor
Professor Rehwinkel .....	German-Canadian Association
Knowles Elliott, Esq. ....	Rotary Club
J. Carmichael, Esq. ....	Kiwanis Club
Dr. W. G. Hardy .....	Gyro Club
Dr. C. G. Geggie .....	Optimist Club
G. E. Clarke, Esq. ....	Strathcona Business Men's Association
Lloyd Wood, Esq. ....	Confederation of Community Leagues
L. S. Fraser, Esq. ....	B.P.O.E.
Bruce Flavin, Esq. ....	Commercial Travellers' Association
J. A. Rioux, Esq. ....	L'Association Canadienne
G. E. Mantle .....	Secretary

## EXECUTIVE

His Worship the Mayor, Chairman

Mrs. E. L. Hill	H. Milton Martin, Esq.
Dr. W. G. Hardy	John Blue, Esq.
Professor Rehwinkel	Secretary, George E. Mantle





## VELVET ICE CREAM

IN BRICKS — BULK — DIXIES

Nourishing—Satisfying

DELIGHTFUL FOR ALL SOCIAL EVENTS

Serve it and you please all.

AT ALL GOOD DEALERS

THEY ARE READY TO SERVE YOU

**Edmonton City Dairy, Ltd.**

GRAND !

GLORIOUS !

GORGEOUS !

## Monster Historical Pageant

1,000 People in Canada's Jubilee Pantomime—Costumes, Color and History Ever to be Remembered.

AUSTRALIAN NATIONAL BAND

Dazzling CONFEDERATION FIREWORKS DISPLAY

SIX DAYS' HORSE RACING

Outstanding Grandstand Attractions—Midway—The Finest Agricultural and Livestock Show in Western Canada

## EDMONTON EXHIBITION

**July 18-23**



## SUB-COMMITTEES

### Finance

Ald. H. Baker (Chairman)  
H. Roche, Esq.  
J. Carmichael, Esq.  
W. S. Campbell, Esq.  
E. N. Kennedy, Esq.

### Decoration

F. Dewey, Esq. (Chairman)  
M. Brown, Esq.  
C. Digney, Esq.

### Sports

A. S. Matheson (Chairman)  
J. Smith, Esq.  
C. S. Smailes, Esq.

### Lacrosse

J. Moir, Esq.  
C. Brennagh, Esq.  
Dr. A. W. Macbeth

### School Arrangements

G. A. McKee, Esq.  
A. A. O'Brien, Esq.  
H. D. Ainlay, Esq.

### Music

Vernon Barford, Esq.  
Miss Evelyn Parks  
J. Norman Eagleson, Esq.  
Hayden Morris, Esq.

### Bonfire and Fireworks

W. J. Stark, Esq.  
W. W. Prevey, Esq.  
D. M. Duggan, Esq.

### Publicity and Printing

C. R. Morrison, Esq.  
J. Oliver, Esq.  
G. E. Mantle, Esq.

### Parade

Colonel P. C. H. Primrose  
(Chairman)  
Superintendent Ritchie  
Campbell Young, Esq.  
J. Michaels, Esq.  
Lieut.-Col. T. C. Sims  
J. W. Pigeon, Esq.  
Chief of Police A. G. Shute  
W. Matthews, Esq., Marshal

General Secretary, George E. Mantle



# O YEZ! O YEZ!

**ALL YE GOOD CITIZENS, LISTEN !**  
was the town crier's call 60 years ago,  
announcing confederation.

TODAY, that same voice wishes to  
bring to your attention, that, only  
through the kindness of those who have advertised in  
your Souvenir Jubilee Programme, was it possible to  
give you a publication which the City Fathers of Ed-  
monton hope you will keep and appreciate.

Look to these advertisers for your needs—they are  
those you can depend on.

**INDEX PUBLICITY COMPANY, LIMITED**

Edmonton

Vancouver





# GOOD PRINTING

AT THE RIGHT PRICE

Phone 4078

**Reliable Printing Company Limited**

9920 101st Street, Edmonton



THIS PROGRAMME WAS PRINTED BY US

**D**OWN THROUGH THE YEARS  
THE PERSONAL LETTER HAS  
BEEN THE BINDING LINK IN  
THE CHAIN OF FRIENDSHIP.

**For Private Correspondence Use**

*French*  
*Organdie*

Barber-Ellis  
Canada

**Sold Wherever Good Stationery is on Sale**



# Official Programme

---

**THURSDAY, JUNE 30th**

**At Victoria Park—**

**UNITED SCHOOLS CELEBRATION**

10:30 a.m.—Patriotic Day Services.

2:00 p.m.—School Fete.

Municipal Golf Links—Victoria Park.

**PROGRAMME**

1. Pageant of Confederation.
2. Platform Attractions.
3. Ring Attractions—
  - (a) Girls' Physical Culture Activities.
  - (b) Girl Guides' Demonstration.
  - (c) Supervised Play and Mass Athletics.
  - (d) Boy Scouts' Demonstration.
  - (e) Cadet and Physical Training Demonstration.
4. Treats and Features by B.P.O.E.
5. Daylight Fireworks.
6. Band Items.

**GOD SAVE THE KING**





**SEAL OF QUALITY**

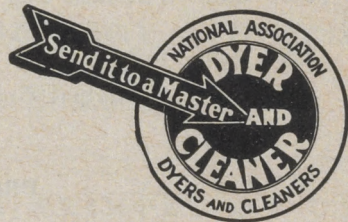
**T**HE Firm of Trudeau's was established in Edmonton in March, 1920, and employed two operators. Today our plant is the largest in Western Canada, giving employment to 70 operators. The reason for this rapid growth is the Quality and Service we have always placed behind our work. No matter where you live today, Trudeau's Service will reach you.

We cordially invite all visitors to the city to inspect our plant at any time when your own eyes will give you proof of the volume of business which passes through our establishment.

## Trudeau's Cleaning and Dye Works

10050 103rd Street

Phones: 1771, 2668, 1323



MADAME BURNETT

## NOW OPEN

### MADAME BURNETT

Assisted by Mr. Ruthven Burnett, Mrs. R. Burnett and Competent Assistants invites the ladies of Edmonton to visit her in her new premises at 10328 Jasper Avenue.

Permanent waving done by our expert, with Va-Per Permanent Waving Machine. No electric heating to injure your hair. A pure steam process. No acids used. Superfluous hair removed, and all branches of Beauty Culture.

### HAT SHOPPE

In connection with a very complete assortment of the latest styles.

## Vanity Beauty Parlor Hat Shoppe

10328 Jasper Ave.

Phone 2135

NEXT THOMPSON & DYNES



**FRIDAY, JULY 1st****MORNING**

---

**At Parliament Buildings—**

8:00 a.m.—Firing of Salute at Prince of Wales' Armouries.

9:00 a.m.—Reception from Ottawa by radio of first carillon "O Canada" and patriotic airs.

Fanfare of trumpets and royal salute.

---

**Street Parade—**

10:30 a.m.—Street Parade.

The parade will assemble at 98th street (Fraser Avenue), the various sections being organized on the streets east and west. A move will be made from 98th street at 10:30, the parade proceeding west on Jasper avenue to 107th street and then south to the Parliament Buildings. After crossing the bridge at 107th street, floats will line up in front of the Parliament Buildings, the military and marching groups making their way to the grounds at the south, where the mas meeting is to be held.

**ORDER OF PARADE**

1. Navy Reserve.  
(a) 101st Band.
2. Signallers.
3. Military Units.

**Celebrate the Jubilee With a Box of**  
**TURNER'S CAKES, PIES, PASTRY**

The quality of our product is our sole recommendation to our prospective customers. Try them once and be convinced that there are none better than

**TURNER'S**

10135 101st Street

Phone 2226



## KEEP COOL!

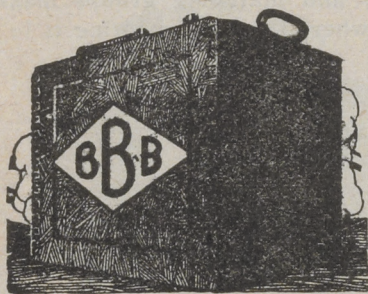
This Summer weather—cool, delicious ice cream will efficiently take the place of heavier, laboriously prepared foods.

Use WOODLAND ice cream freely, knowing that it is pure and wholesome, and rich in real food value.

ASK FOR

# WOODLAND

## ICE CREAM



## STORAGE BATTERIES

MADE IN EDMONTON

**STARTING — LIGHTING — IGNITION — RADIO**

When you buy a BBB Battery you are assured of 100% service because the factory is right here in Edmonton.

**BUY ALBERTA MADE GOODS AND  
KEEP YOUR MONEY AT HOME.**

## Blais Bros. Battery Co. Ltd.

Northern Alberta Distributors of the Caron Light, Water and Power Plant and  
Manufacturers of Storage Batteries.

10161 100A Street

10161 100A Street



**FRIDAY, JULY 1st—Continued**

4. His Honour the Lieutenant Governor and Escort of Royal Canadian Mounted Police.
5. His Worship, the Mayor, A. U. G. Bury.  
Members of the City Council.
  - (a) His Grace Archbishop O'Leary.
  - (b) Bishop Gray.
  - (c) Dr. McQueen.
  - (d) Acting Premier Hoadley.
  - (e) Chief Justice Harvey.
  - (f) Senator W. Griesbach.
  - (g) Senator P. E. Lessard.
  - (h) Senator W. J. Harmer.
  - (i) K. A. Blatchford, M.P.
  - (j) Members of Provincial Parliament.
  - (k) French Consul, H. Milton Martin, Belgian Consul.

49th Band.
6. Old Contemptibles Float.  
Army and Navy Float.  
Canadian Legion Float.  
Royal Northwest Veterans.
7. Indians, 1867-1927.
8. Knights of Columbus Float.  
(Discovery of American Continent by Columbus.)

**THE HUPMOBILE**

SIXES AND EIGHTS

**THE NEW STAR**

FOURS AND SIXES

Are on Display at Our Showroom. Call and See Them and Have Demonstration.

**PREMIER MOTORS LTD.**

10130 102nd Street, Phone 9358

H. V. SHAW, Manager



**OPEN A CHARGE ACCOUNT**  
 AT  
**HART'S LADYWEAR LTD.**  
**EXCLUSIVE LADIES'**  
**READY-TO-WEAR**

**10311 Jasper Avenue**

**Phone 5282**

**FRIDAY, JULY 1st—Continued**

9. L'Canadien Association and St. Albert—Five Floats.  
 Early scenes of Canadian History and Local Events.  
 Arrival of Father Lacombe at St. Albert.
10. Old-Timers' Association.
11. Citizens' Band.
12. Native Sons—Two Floats.
13. Hudson's Bay Company—Historical.
14. Revillons Limited—Historical.
15. 49th Pipers Band.

**SCHOOL GROUPS**

16. (a) Boys—Sacred Heart School.  
 (b) Girls—Sacred Heart School.  
 (c) Girls—Grandin School.
17. Elks' Group and Float.
18. Northwestern Utilities.
19. Gillespie Grain Company.

**RIVERVIEW PAVILION**

**Jubilee Week Programme**

- June 28th—Old-Time Melody Dance, 9 to 12  
 June 30th—Dancing, 9 p.m. to 1 a.m.  
 July 1st—Dancing, 9 p.m. to 1 a.m.  
 July 2nd—Dancing, 9 to 12

**Dancing, 10c**

**Admission Free**

**Checking, 5c**



# **LAFLECHE**

## **CUSTOM   TAILORED   CLOTHES**

They've been Good Clothes now for more than 20 years—Still we strive to make them even better.

### **FRIDAY, JULY 1st—Continued**

20. Loyal Orange Association.
21. Canadian Red Cross.
22. Swift Canadian.
23. Girl Guides.
24. Scouts.
25. Rotary Club.
26. Gyro.
27. Kiwanis.
28. Commercial Grads.
29. Newsboys' Band.
30. Cadets.
31. Optimists.
32. Daughters of the Empire.
33. Edmonton Exhibition Association.
34. St. Patrick's Society.
35. St. David's Society.
36. Insurance Men—Float.

ASK FOR . . . .

## **N. W. "BRUIN" YEAST**

MADE IN EDMONTON BY

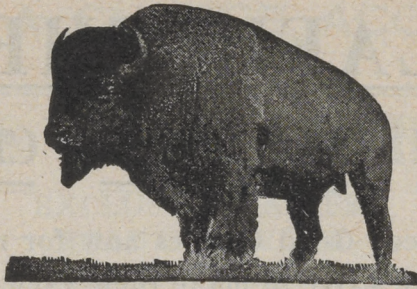
### **THE NORTH WEST BREWING CO., LIMITED**

**SUPPORT YOUR HOME INDUSTRIES**



**16 YEARS IN  
EDMONTON**

This is the record we are proud of. Our long experience in buying the best pelts allows us to offer you the finest furs obtainable.



**STORE YOUR  
FURS WITH US**

We will store, repair and insure your furs at a very minimum charge.

**Don't Take  
Chances**

Leave your furs with us.

**The Buffalo Comes Into Its Own—**

At one time bounding over the Prairies in their countless thousands—now being sought after by well dressed men and women as a Fur Coat that is all to be desired.

The cutting and trimming of the Fur, the scraping of the hide and the blending with different Furs now enables us to produce Buffalo Coats that are surprisingly light and Fashion-perfect.

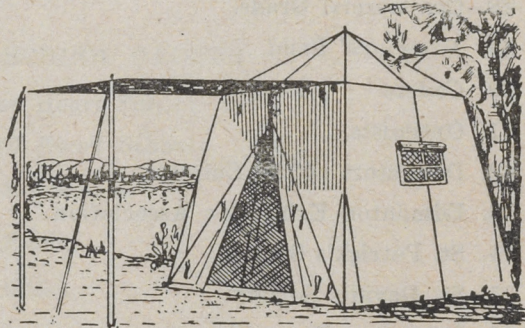
**TRUDEL FUR MANUFACTURING  
LIMITED**

10028 102nd Ave.

Edmonton's Pioneer Furriers

**35 Years of  
Constant  
Progress**

Now celebrating our Thirty-fifth Anniversary along with Canada's Diamond Jubilee.



**TENTS, AWNINGS, FLAGS AND CANVAS COVERS  
OF ALL KINDS**

MATTRESSES MADE AND RE-MADE

AUTO TENTS OF ALL KINDS MADE TO ORDER

Mosquito Proof Tents to Rent

**Edmonton Tent & Mattress Co. Ltd.**

Established 35 Years

R. Kenneth, Manager

10123 102nd Street

Phone 1763

CATALOGUE ON REQUEST



Where Better Furniture Costs Less

## **Podersky's Furniture Mart**

Edmonton's Largest New and Second Hand Furniture Exchange

### **CASH OR CREDIT**

Exchange Your Old Furniture for Something New

Corner 98th Street and Jasper Avenue

Phone 4755

### **FRIDAY, JULY 1st—Continued**

37. "Early Days"—Spruce Grove Detachment.
38. German-Canadian Association.
39. Salvation Army.
40. C. N. R. Pipers.
41. Confederation of Community Leagues and Community Leagues.
42. Alberta Government Telephones.
43. Marshall Wells.
44. Ramsey Limited.
45. Civic Utilities.
46. Edmonton City Dairy.
47. Ukrainian Society and Mundare Band.
48. Gainers Limited.
49. Parisian Dye Works.
50. Universal Shoe Company.
51. Superior Laundry.
52. Burns Limited.
53. Woodland Dairy.
54. T. Eaton Company.
55. Auto Wreckage.
56. The Dominion Colored Association.
57. Uneeda Transfer.
58. Beatty Limited.
59. Alberta Concrete Company.
60. J. J. McLaughlin Company.
61. Capitol Theatre.
62. Illuminated Street Car.



**During Jubilee Celebrations Don't  
Cook at Home!**

**EAT AT THE**

# **WHITE LUNCH CAFETERIA**

**EDMONTON'S NEW AND UP-TO-DATE  
RESTAURANT**

**SELF SERVING  
QUALITY FOOD**

**QUICK SERVICE  
PRICES RIGHT**

Note the Address:

**10039 Jasper Avenue**

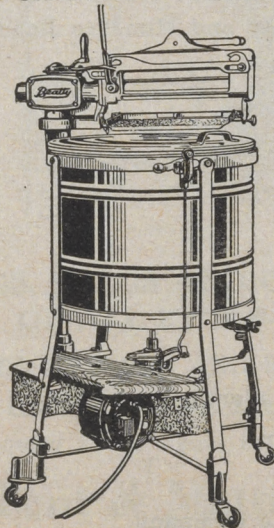
**Edmonton**

# **THE BEATTY**

**THIS IS CANADA'S JUBILEE YEAR**

TO INSURE HER FUTURE GROWTH AND PROSPERITY BE SURE AND PATRONIZE CANADIAN INDUSTRIES.

BUY THE  
CANADIAN-MADE  
"BEATTY" WASHER



THE "BEATTY" IS  
MADE IN CANADA BY  
BEATTY BROS., LTD.,  
FERGUS, ONT.

THE "BEATTY" IS  
THE RESULT OF OUR  
53 YEARS' EXPERIENCE AS A  
CANADIAN  
MANUFACTURER

SEE "THE BEATTY" FIRST

## **THE BEATTY WASHER STORE**

**10319 Jasper Avenue**

**Phone 1656**



# RIALTO THEATRE

WHERE THE BEST PICTURES PLAY FIRST

Some Scoops We Have Secured—"SANDY", Gene Stratton-Porter's "LADDIE",  
Gene Stratton-Porter's "MAGIC GARDEN", Only Edmonton Showing of  
the World-Famous True Story "THE MAN THEY COULD NOT HANG".

Always a Splendid Show

Best Vaudeville in Edmonton

Well Ventilated

Comfortable Seats

Courteous Ushers

YOU WILL ALWAYS ENJOY AN EVENING AT THE RIALTO

## FRIDAY, JULY 1st—Continued

In connection with the street parade the committee are awarding the following prizes:—

1. **School Children**—Company of School Children, open to all schools. Each unit must be headed with an identifying banner or sign. Prizes given for general appearance and marching. Fancy costume not necessary.

Two prizes—(a) Boys.

(b) Girls.

2. Historical or Symbolical Float.
3. Commercial Float.
4. Display of any Society or Organization.
5. Display by Marching Group.

For All Celebrations, Picnics, Parties, Etc., You Will Find That—

## MCGAVIN'S

BREAD — CAKES — PASTRIES

Will Help To Make Them Successful.

ASK OUR SALESMAN OR ANY GROCER

**McGAVIN LIMITED** EDMONTON  
ALBERTA



[ 60 Years Ago They Swam in the "Crik"  
They Dived Off a Stump.  
They Shivered Themselves Warm. ]

## TODAY IN EDMONTON

There are three reinforced concrete Pools with heated water,  
Perfect Diving Boards and heated Dressing Rooms.

## LET'S GO SWIMMING

FRIDAY, JULY 1st—Continued

### DECORATION OF STORES AND RESIDENCES

The Decoration Committee also announce the following list of prizes:—

#### STORES—

1. Department Stores.
2. Any other stores.

#### RESIDENCES—

1. Small cottages (2 or 3 rooms).
2. Cottages (up to 5 rooms).
3. Houses (up to 8 rooms).
4. Houses (8 rooms and over).



#### THRU SERVICE WE GROW

Get Our Ticket and Season  
Contract Price

Buy Your Refrigerator From  
Your Own Iceman

\$1 Down and \$1 per Week

## Twin City Ice

CO. LTD.

9806 100th Street

Phone 4202      Edmonton



MANUFACTURED IN EDMONTON  
**GOLD EMBOSSED BADGES**  
 and Celluloid Buttons

Many Styles for Prizes, Lodges, Conventions, Celebrations, Campaigns, Etc.

We Are the Manufacturers of the Official Souvenir Badges

"Buy in the West"

PHONE 6368

**Advertising Novelty Manufacturing Company**  
 26-27 Jackson Building, Edmonton, Alberta

**FRIDAY, JULY 1st—Continued**

**At Parliament Buildings—**

11:30 a.m.—Mass Meeting in grounds of Parliament Buildings.  
 Chairman: His Honour, Lieut.-Governor W. Egbert.  
 Speakers: Acting Premier Hon. G. Hoadley, His Worship Mayor A. U. G. Bury.

The speakers will be supported on the platform by the following:—

His Grace Archbishop O'Leary.

Bishop Gray.

Chief Justice Harvey.

Senator P. Lessard.

Senator W. J. Harmer.

K. A. Blatchford, Esq., M.P.

Members of the Provincial Government.

Members of the City Council.

Representatives of National Societies:—

St. George's Society: W. H. Hellen.

St. Andrew's Society: J. S. Parke, Esq.

St. Patrick's Society: D. Dyer, Esq.

St. David's Society: Morys Hughes, Esq.

L'Association Canadienne: M. J. A. Rioux.

The Danish Association: C. E. Christiansen, Esq.

Edmonton Hebrew Association: J. Batzan, Esq.

German-Canadian Ass'n.: Professor A. Rehwinkel.

**EDMONTON EXPRESS**  
 and **TRANSFER CO.**

**PHONES 1723 - 2735**

All Classes of Cartage      Crating & Moving Furniture

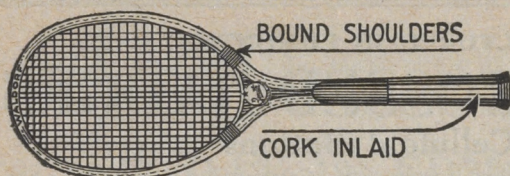
Expert Piano and Safe Moving

Covered Vans and Drays

10121 100A Street

Edmonton, Alberta





## TENNIS

LET US SUPPLY YOU  
WITH YOUR TENNIS  
NEEDS

Racquets restrung and repaired with best gut obtainable.  
All Work Guaranteed Slazenger's 1926 Balls at \$2.25 per Dozen  
We carry a full line of sporting goods at prices that will surprise you.  
Largest Stock of Firearms and Ammunition in the Province

## UNCLE BEN'S EXCHANGE

PHONE 2057

Corner 101st Street and 102nd Avenue

### FRIDAY, JULY 1st—Continued

#### SPEECHES AMPLIFIED

Speeches at this meeting will be amplified by the public address system recently acquired by the Provincial Government telephones and erected by courtesy of the Provincial Government. This system is of sufficient power to transmit the speeches and enable them to be easily heard by a crowd of up to 20,000 persons. At the conclusion of the mass meeting this same system will be utilized for the next item on the program, being the further reception of the proceedings at Ottawa.

12 to 1:30 p.m.—Reception by radio of official ceremonies at Ottawa. His Excellency, the Governor General's address and the carillon.

#### AFTERNOON

#### At South Side Athletic Grounds—

1:30 p.m.—Sports, horse and pony races, and athletic events, at South Side Athletic Grounds. List of Events:

#### Harness, Running and Other Races

1:30 p.m.—1st Heat, 2:35 class.  
1:50 p.m.—2nd Heat, 2:35 class.  
2:10 p.m.—3rd Heat, 2:35 class.  
2:20 p.m.—2-Mile Bicycle Race.  
2:30 p.m.—1st Heat, free-for-all  
2:45 p.m.—1-Mile Bicycle Race.  
3:00 p.m.—2nd Heat, free-for-all.

FOR BETTER GRADE  
SHOE REPAIRING

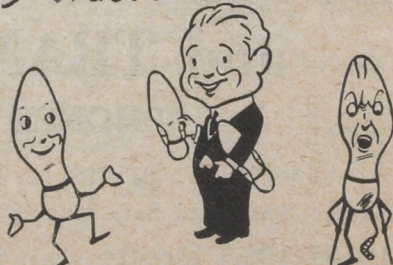
## KENWARD'S

Shoe Repair Shop

10106 101st Street

Opposite Owl Drug Store

*Pleased Customers*





# 24 Years of Steady Progress

1903 to 1927

Now Celebrating Our 24th Anniversary

**REAL ESTATE AND INSURANCE**

SEE US FIRST

## KENWOOD & KENWOOD

10119 100A Street

Phone 1583

### FRIDAY, JULY 1st—Continued

3:20 p.m.—3rd Heat, free-for-all.  
 3:40 p.m.—Running Race,  $\frac{3}{4}$  Mile.  
 4:00 p.m.—Pony Race,  $\frac{1}{4}$  Mile.  
 4:15 p.m.—Shetland Pony Race,  $\frac{1}{4}$  Mile.  
 4:30 p.m.—Running Race,  $\frac{1}{2}$  Mile.

Free-for-all, purse, \$125.00; 2:35 Class, purse, \$125.00. Prize money paid at 5 p.m. from office under Stand.

#### ATHLETIC EVENTS

Senior—100 yards dash.  
 Junior Races.  
 Girls' Races.  
 Ladies' Races.  
 Baseball Game 5 p.m.—North-West Bruins vs. Independents.  
 Music by Citizens' Band; Conductor G. Sloane.  
 Band of the C.N.R. Pipers.  
 Grand Stand Attractions—The Fraser Kids.

#### OFFICIALS

Manager, Jas. Smith; Announcer, Bill Matthews; Athletic Starter, Mr. Tait; Scorer, D. G. Stewart; Jump Measurers, Ald. Hazlett, Ald. Keillor and Ald. Dineen; Official Surveyor, A. W. Haddow; Field Surgeon, Dr. J. E. Carmichael; Director of Athletics, P. Manning; Clerk of Course, Frank Drayton; Press Stewards, Geo. MacIntosh, K. McConnell, T. S. Young; Judge of Harness Races, J. M. Douglas, R. O. Jackson, Dr. Crang; Starter of Harness Races, W. R. West; Starter of Running Races, Joe Driscoll; Veterinary Surgeon, Dr. A. C. Murphy; Timers, S. Ash, Colonel Carstairs and W. Carleton.

We Are Distributors for

## Kelvinator Electric Refrigeration

"Cold That Keeps"

NIZER ICE CREAM CABINETS

LEONARD PORCELAIN REFRIGERATORS

See Kelvinator Before You Buy—"If You'll Investigate, You'll Kelvinate"

## J. A. WERNER HARDWARE

Corner Market Square—Established 1906

10139 99th Street

Telephones: 2832—2230



## MILLINERY SPECIALS

Our Summer Hats Are Clearing at Greatly Reduced Prices

**UNTRIMMED HATS AT \$1.50 EACH**

Our New Felts are here in very fine quality and extremely reasonable prices.

We keep the largest stock of Ribbons in the city

## MISS ELSTON'S MILLINERY & SUPPLY SHOP

107 Purvis Block, Corner Jasper and 101st Street

Corner Jasper Avenue and 101st Street

101st Street Entrance

**FRIDAY, JULY 1st—Continued  
EVENING**

### At Victoria Park—

7:30 p.m.—Platform events at Victoria Park:—

1. Confederation Pageant, presented by McCauley Public School. Dramatization and Spoken Parts, Prin. H. Leonard Humphreys. Costumes and Stage Management, The Teaching Staff. Musical Accompaniments, Band of the 49th Regiment.

### CHARACTERS

"Heralds"—Lillian Ferby, Ambrose Holowach.

"Exploration" Group—Reg. Holmes, Alfred Berg, Glen Webster, Harvey Pritchard; Leroy Beckett, Walter Weigl, Russell Trupchak, Walter Chorney, William Love, Raymond Rendle, Hale Hanson.

"Colonization" Group—David McClure, Jack Wolf, Harry Humphries, Ben Margolis, Willie Semeniuk, Eugene Plawiuk, James Rudko, Lawrence Preston, Harold Fowler, John Rendall, Norman Taylor, Wilfred Holmes.

"Confederation" Group—Josephine Maughan, Olive Coburn, Dorothy Howey, Olga Kossman, Hazel Raymond, Ruby Story, Edith Rowswell, Elsie Gregor, Lydia Hunter, Mary Johnstone, Marion Rendall, Louise Krikevsky, Joyce Payzant.

#### DAY CLASSES

1 Month ..\$12.50  
3 Months \$35.00  
6 Months \$65.00

**Better Training**

No term divisions

## ELSTON



**CLASSES ALL SUMMER**

#### NIGHT CLASSES

1 Month ..\$ 5.00  
3 Months \$12.50  
6 Months \$20.00

**Better Positions**

Enter any time

Our PHENOMENAL SUCCESS IN PLACING STUDENTS is a real reason why  
**YOU** should enrol here.

Leading BUSINESS FIRMS demand ELSTON-TRAINED office help.

Investigate, and attend THE COLLEGE THAT EXCELS in placing students.

Phone 23227, Purvis Block

101st Street and Jasper, Edmonton



ASK FOR . . .

# CANADA BISCUIT CO. PRODUCTS

The most magnificent line of high grade biscuits and candy ever manufactured

AN ALBERTA PRODUCT

MADE IN EDMONTON

IN A BEAUTIFUL, MODERN, SANITARY FACTORY

—VISITORS ALWAYS WELCOME

## FRIDAY, JULY 1st—Continued

"MISS CANADA"—Evelyn Allen.

Pages—Laura McClure, Grace McClure.

"Quebec"—Margaret McAlister, Madelene Mills, Kathleen Gimblett, Harold Love, Ernest Stevens, Leon Alaoglu.

"Ontario"—Nora Paterson, Agunda Kossman, Eileen Haire, Ruth Ramsay, Margaret Schwindt, Mary Karpashin.

"Nova Scotia"—Helen Malanchuk, Enid Surry, Sophie Krett, Etta McGregor.

"New Brunswick"—Olive Naylor, Ivy Stanley, Shirley Southworth, Kathleen Gee, Doris Archer, Dorothy Fader, Miriam Smith.

"Prince Edward Island"—Alice Stevenson, Margaret Forshner, Elsie Kabesh, Irene Juttner, Bessie Shactor, Gladys Shalen, Sophie Kosakewich.

"Manitoba"—Laura Pritchard, Sophie Davis, Jack Bolander, Pericles Leonidas.

"British Columbia"—Edith Hughes, Margaret Cupples, Howard Love, Kenneth Ramsey.

"Saskatchewan"—Irene Marks, Dora Chmelnitsky, Hugh Naldrett, Robert Ramsay.

## Enjoy Our JUBILEE MEALS

MAKE A REAL HOLIDAY OF IT AND EAT AT

Full Course

Lunch From  
11:30 to 2:30

50c


Special  
Full Course  
Dinner

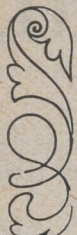
5:30 to 8:30

\$1.00

JASPER, near 101st STREET


Home-made Candies and Pastry, Ice Cream Sundaes and Fancy Drinks





# PHOTOS

*Mirrored in  
every photo  
is the Charm  
and Personality of*

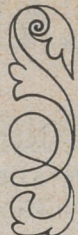


## *The Subject*

*Phone 5444 for appointment*

**McDERMID STUDIOS LTD.**

10133 - 101<sup>ST</sup> STREET



### FRIDAY, JULY 1st—Continued

“Alberta”—Agnes Roxburgh, Vera Sluzar, George Turpin, Bertram Margolis.

“New Canadians”—U. S. A., Lawrence Dickau; Scandinavian, Maud Brettingen; Ukrainian, Taras Melnyk; Russian, Mary Boychuk; Jewish, Marcia Pinsky; Greek, Paul Saks; Indian, Dorothy Hall; Japanese, Josephine Lamb; Chinese, Olga Krett; Ethiopian, Mary Alexander; Italian, Frances Broder.

#### 2. Ukrainian National Songs and Dances:—

##### DANCES

“Hopak,” a folk dance, two children.

“Catherina,” a folk dance, six adults.

Laporoggian Cossack Dance (historical), four gentlemen.

Pupils of Vasile Avramenko's School of Ukrainian Ballet, under direction of Victor Moshuk.

##### Ukrainian Choir:—

“Over the Field,” Stecenka.

“Above the River's Bank,” Leontowitch.

“Dudarek,” Leontowich.

“Ducks,” Leontowich.

Choir under the direction of George Hassan.

## BUILD UP YOUR SAVINGS

**INVEST  
IN**

**4 %**

**ALBERTA  
DEMAND  
SAVINGS  
CERTIFICATES**

**Purchased and redeemed at par—Payable on Demand**

For Particulars write or apply to:

**HON. R. G. REID**  
Provincial Treasurer

**W. V. NEWSON**  
Deputy Prov. Treasurer

**PARLIAMENT BUILDINGS, EDMONTON, ALBERTA**



# Frigidaire ELECTRICAL REFRIGERATION

KEEPS FOOD COLDER—LONGER—BETTER

Operates automatically. Colder than ice and does not melt. Always a dry, cold, even temperature. CLEAN, SANITARY, ECONOMICAL. A model for every need. Frigidaire is a product of General Motors Corporation and the world's largest builders of electric refrigerators.

**Bruce Robinson Electric (Alta.) Ltd.**

10514 Jasper Ave., Phone 5228

L. W. SADLER, Mgr.

## FRIDAY, JULY 1st—Continued

### 3. Dominion Coloured Association:—

Chorus.

Orchestral Selections.

Chorus.

### 4. Evelyn Parks' Dancers.

Music for the above program supplied by the band of the 49th Battalion, under the direction of Bandmaster J. B. Daly.

At the conclusion of the program a selection of dance music will be given by the band.

10:30 p.m.—Fireworks and Mammoth Bonfire.

The bonfire will be started by the Edmonton born child who can trace the longest Canadian lineage.

## PARKING PRIVILEGES

The central committee have arranged for special parking privileges for autos at Victoria Park throughout Friday at a nominal fee of 25 cents per car. This was found necessary owing to the great number of cars requiring to be admitted to the park and in order to avoid accidents. The city police, under the direction of Chief A. G. Shute, will have charge of the parking.

Twenty-one years serving the people of Edmonton and  
District with

**HIGH-GRADE FURNITURE AND DRAPERIES**

at moderate prices.

# BLOWEY-HENRY LTD.

The Oldest Furniture Store in Edmonton

Celebrating Our Jubilee in a Complete New Store at 10154 101st Street  
Edmonton, Alberta



## 18 COTTAGES TO RENT

When planning your vacation do not overlook the fact that South Cooking Lake is only 20 miles from Edmonton—only a 60 minute run. You can easily make the trip night and morning if you so desire. Leave the family in one of Will Werner's nice comfortable cottages, furnished with all the necessities for camping.

**First-Class Beds. None Better. Nice Sand Beach.**

Volleyball, Basketball, Tennis, Quoits, etc., for the convenience of tenants and friends. Water. First-class well on the premises. You will save the cost in doctor bills for the children alone. Prices range from \$30.00 to \$62.50 per month, during July and August.

Close to Store

Passenger Boat from July 1st

**WILL WERNER**

PHONE 31206

RES. PHONE 32652

EDMONTON, ALTA.

## SATURDAY, JULY 2nd AFTERNOON

### At Exhibition Grounds—

2 to 4 p.m.—Old-Timers' Reception and unveiling ceremony of bust of the Hon. Frank Oliver, erected by the Old-Timers' Association at their headquarters at the Exhibition Grounds.

Chairman—Dr. McQueen.

Addresses by K. A. Blatchford, Esq., M.P., John Blue and others.

Unveiling ceremony performed by Mrs. W. L. Wood.

The bust is the work of Major Norbury, of Edmonton.

2:30 p.m.—Baseball.

Match between all-star team selected from Edmonton Amateur Baseball Association.

4:00 p.m.—Lacrosse—Canada's National Game.

Inter-City match, Edmonton vs. Calgary.

Both games played in front of Grand Stand.

## Prairie Brand Pioneer SALAD DRESSING

A Seasonable Requirement—A light Mayonnaise for Lettuce, Tomatoes, Fish, Meats and Sandwiches. An Absolutely Pure Product of

## The Pioneer Vinegar Co., Edmonton

Manufacturers of

Pure Spirit, Malt and Cider Vinegars (Under Govt. Supervision)

### REAL-FRUIT-FLAVOR FOUNTAIN SYRUPS

An inspection of our plant will convince you that there are no better products on the market.





## Edmonton's Exclusive Retail Tea and Coffee Shop

Our coffee is roasted fresh daily and our teas are blended to suit the water of Edmonton and district.

**"The Sign of the Big Pot"**

**NATIONAL BLEND TEA AND COFFEE CO.**

10237 Jasper Ave., Opposite The Bay

Phone 2537

## SUNDAY, JULY 3rd

### MORNING

Special Thanksgiving Services in all Churches throughout the city.

### At Parliament Buildings—

### AFTERNOON MEETING

2:30 p.m.—Patriotic meeting in grounds of Parliament Buildings.  
Chairman, His Hon. Lieut.-Governor Egbert.

### PROGRAMME

1. "O Canada".
2. Chairman—His Honour Lieut.-Governor W. Egbert.
3. Address—His Grace Archbishop O'Leary.
4. Address—Bishop Gray.
5. "The Maple Leaf."
6. Address—Dr. McQueen.
7. Address—Rev. A. C. Bingham.
8. "Land of Hope and Glory."
9. National Anthem.

Music by Band of 49th Battalion, under direction of Mr. J. B. Daly.

The above proceedings will, by courtesy of the Provincial Government, be amplified by their public address system.



**Edmonton's First  
and Best Known**

**BUTTER**

**Still Leading in  
Quality and  
Flavor**



**Major Seagrave's Record of 207 Miles Per Hour  
Col. Lindberg's Record Flight Across the Atlantic**

But for the majority of people the most interesting of all is the

**STUDEBAKER COMMANDER'S WONDERFUL RECORD**

5,000 miles in less than 5,000 minutes, establishing 10 world's records, and it was made with a strictly stock car.

**MOTOR SERVICE CO. LTD.**

Corner 102nd Ave. and 100th St., Phone 4055

Edmonton

**SUNDAY, JULY 3rd—Continued**

**Decoration of Soldier's Graves and Graves of Father Lacombe, Father Leduc and Bishop Grandin**

4:30 p.m.—

During Sunday afternoon a delegation will proceed to place floral tributes on the Memorial Cross at the Soldiers' plot in the Edmonton Cemetery, and will afterwards continue to St. Albert, joining with the citizens there in placing wreaths on the graves of Father Lacombe and Father Leduc and Bishop Grandin, thus honouring the memory of the early pioneers of the Edmonton district. The delegation will leave in order to arrive at St. Albert at 4:30, as the Committee there are arranging their own ceremony in order to fall in with the Edmonton programme. The Old-Timers' Association are also sending a delegation, and as St. Albert Committee are intending to stage an old-time welcome for the visiting cavalcade, this should prove a highly interesting event.

**BROADCASTING BY CJCA**

Arrangements are being made by CJCA, Edmonton Journal, to broadcast the whole, or as much as possible of this programme, particularly for the benefit of country residents.

**DURING CELEBRATIONS**

**HAVE YOUR LUNCH HERE**

**Or Phone 6377**

and we will have your order ready to take home.

**Ye Olde English Fish & Chip House**

10141 101st Street

Edmonton's Exclusive Fish and Chips



# OLDEST SAWMILL

WEST OF WINNIPEG

ESTABLISHED IN 1881

---

MANUFACTURERS OF

## SPRUCE LUMBER & LATH

Output About 3,500,000 Feet Annually

---

CONTRACTORS FOR SUPPLIES TO CITY OF  
EDMONTON FOR MANY YEARS

---

OUR WIDE EXPERIENCE IN BRANCHING OUT  
WITH THE DEVELOPMENT OF THE WEST, EN-  
ABLES US TO QUOTE LOW PRICES ON ALL KINDS  
OF BUILDING MATERIALS

---

DEALERS IN—

SASH, DOORS, MOULDINGS

ROOFING, WALLBOARDS

GLASS, PAPER, SHINGLES

ALL GRADES OF B. C. LUMBER

---

## **D. R. FRASER & CO. LTD.**

Phone 1630

10149 97th Street, Edmonton





## Edmonton's Finest Photoplay Theatre

**SOMETHING NEW AT THE CAPITOL ALWAYS**

**CAPITOLIANS AND ENTERTAINERS**

We strive to give you the very best in motion pictures from the world's market to the accompaniment of Good Music, presented in clean, cool and picturesque surroundings

Courtesy is the watchword of our employees, and your satisfaction is always our demand.

W. P. WILSON,  
Manager

### **Announcement**

**Some of the Big Summer Attractions**

**JUNE 30, JULY 1, 2**

**Ken Maynard, the World's Most Handsome Cowboy in "SOMEWHERE IN SONORA"**

**JULY 4, 5, 6**

**Sally O'Neill and Roy D'Arcy in "FRISCO SALLY LEVY"**

**JULY 7, 8, 9**

**Chester Conklin and Ed Wynn in "RUBBER HEELS"**

**JULY 14, 15, 16**

**All Star Cast in "THE LAST OUTLAW"**

**JULY 21, 22, 23**

**Tom Mix in "OUTLAWS OF RED RIVER"**

**Coming Soon to This Theatre**  
**EDMONTON NEWSBOYS' BAND**